

**What is claimed is:**

1. A method for analyzing business data, comprising:
  - identifying a key performance indicator;
  - identifying at least one business event associated with the key performance indicator;
  - receiving a business event message including business data describing the business event;
  - processing the business data to determine the value of at the key performance indicator;and
  - transmitting the determined value of the key performance indicator to a contextual visualization interface for presentation to a user.
2. A method according to claim 1, wherein the business event message represents a reference event.
3. A method according to claim 1, wherein the business event message represents a change event.
4. A method according to claim 1, wherein the business event message represents a threshold event.
5. A method according to claim 1, wherein the business event message represents a task completion event.

1 6. A method according to claim 1, wherein the business event message represents a task  
2 failure event.

1 7. A method according to claim 1, wherein the key performance indicator is a prediction,  
2 and the step of processing includes applying predictive logic to the business data.

1 8. A system for analyzing and presenting business data, comprising:  
2 a contextual visualization interface operative to present business information in a context  
3 defined by a plurality of key performance indicators and events;  
4 a workflow manager in communication with the contextual visualization interface and  
5 operative to define and report the plurality of key performance indicators, and identify and report  
6 events;  
7 the workflow manager further in communication with at least one application and further  
8 operative to receive event data from the application.